

**What is claimed is:**

1. A method for improving the efficiency of data transmission, comprising:  
  
receiving at the terminal of a first user data sent out in response to a second user's request;  
  
deciding, based on a predetermined profile, whether to place the received data in the store of the first user's terminal; and  
  
in the case where said data has been stored, retrieving said data from said store in response to the first user's request for said item.
  
2. A system for improving the efficiency of data transmission, comprising:  
  
a memory having program code stored therein; and  
  
a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;  
  
wherein said program code, when executed by said processor, causes said processor to perform the steps of:  
  
receiving at the terminal of a first user data sent out in response to a second user's request;  
  
deciding, based on a predetermined profile, whether to place the received data in the store of the first user's terminal; and  
  
in the case where said data has been stored, retrieving said data from said store in response to the first user's request for said item.

3. A method for displaying information related to a television channel's broadcasting, comprising:
- placing on a webpage one or more icons coordinated with the channel's broadcasting, said icons acting as hyperlinks to data relating to a predetermined number of programs recently broadcast on the television channel; and
- further placing on the webpage an element relating to programming currently being broadcast on the television channel, said element being coordinated with the channel's broadcasting.
4. A webpage for displaying information related to a television channel's broadcasting, comprising:
- one or more icons coordinated with the channel's broadcasting, said icons acting as hyperlinks to data relating to a predetermined number of programs recently broadcast on the television channel; and
- an element relating to programming currently being broadcast on the television channel, said element being coordinated with the channel's broadcasting.
5. A method for purveying information related to a television channel's broadcasting, comprising:
- transmitting along with the channel's television programming data relating to that programming;

placing the transmitted data in a store of a user's device;  
placing on a webpage one or more icons coordinated with the channel's  
broadcasting, said icons acting as hyperlinks to data relating to a predetermined  
number of programs recently broadcast on the television channel;  
further placing on the webpage an element relating to programming currently  
being broadcast on the television channel, said element being coordinated with  
the channel's broadcasting; and  
retrieving the transmitted data from said store in response to the user's request  
for that data.

6. A system for purveying information related to a television channel's  
broadcasting, comprising:  
a memory having program code stored therein; and  
a processor operatively connected to said memory for carrying out instructions in  
accordance with said stored program code;  
wherein said program code, when executed by said processor, causes said  
processor to perform the steps of:  
transmitting along with the channel's television programming data relating to that  
programming;  
placing the transmitted data in a store of a user's device;  
placing on a webpage one or more icons coordinated with the channel's  
broadcasting, said icons acting as hyperlinks to data relating to a predetermined

number of programs recently broadcast on the television channel;  
further placing on the webpage an element relating to programming currently  
being broadcast on the television channel, said element being coordinated with  
the channel's broadcasting; and  
retrieving the transmitted data from said store in response to the user's request  
for that data.

7. The method of claim 1 wherein said data relates to a webpage.
8. The method of claim 1 wherein said data relates to a newswire story.
9. The method of claim 1 wherein said data relates to a video.
10. The system of claim 2 wherein said data relates to a webpage.
11. The system of claim 2 wherein said data relates to a newswire story.
12. The system of claim 2 wherein said data relates to a video.
13. The method of claim 3 wherein said element is an icon that acts as a hyperlink.
14. The method of claim 13 wherein said icons relating to programs recently

broadcast are smaller than the icon relating to programming currently being broadcast.

15. The method of claim 3 wherein said element is a frame displaying data.
16. The method of claim 3 wherein the predetermined number is selected by the user.
17. The webpage of claim 4 wherein said element is an icon that acts as a hyperlink.
18. The webpage of claim 17 wherein said icons relating to programs recently broadcast are smaller than the icon relating to programming currently being broadcast.
19. The webpage of claim 4 wherein said element is a frame displaying data.
20. The webpage of claim 4 wherein the predetermined number is selected by the user.
21. The method of claim 5 wherein said element is an icon that acts as a hyperlink.
22. The method of claim 21 wherein said icons relating to programs recently broadcast are smaller than the icon relating to programming currently being

broadcast.

23. The method of claim 5 wherein said element is a frame displaying data.
24. The method of claim 5 wherein the predetermined number is selected by the user.
25. The system of claim 6 wherein said element is an icon that acts as a hyperlink.
26. The system of claim 25 wherein said icons relating to programs recently broadcast are smaller than the icon relating to programming currently being broadcast.
27. The system of claim 6 wherein said element is a frame displaying data.
28. The system of claim 6 wherein the predetermined number is selected by the user.
29. A method for displaying information related to a television channel's broadcasting, comprising:  
receiving a request to no longer present on a webpage information relating to a specified broadcast item;

computing the ordinality of recently-broadcast items without taking into account the specified broadcast item; and

configuring the webpage to display one or more icons associated with a certain ordinal group of the recently broadcast items, said group not including said specified item.

30. A system for purveying information related to a television channel's broadcasting, comprising:
- a memory having program code stored therein; and
  - a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;
- wherein said program code, when executed by said processor, causes said processor to perform the steps of:
- receiving a request to no longer present on a webpage information relating to a specified broadcast item;
  - computing the ordinality of recently-broadcast items without taking into account the specified broadcast item; and
  - configuring the webpage to display one or more icons associated with a certain ordinal group of the recently broadcast items, said group not including said specified item.

31. A method for displaying information related to a television channel's

broadcasting, comprising:

receiving an indication of the number of broadcast items to which a particular icon on a webpage should correspond, said webpage being coordinated with said channel's broadcasting;

configuring said icon to be associated with data relating to said number of broadcast items; and

placing on the webpage an element relating to programming currently being broadcast on the television channel, said element being coordinated with said channel's broadcasting.

32. A system for purveying information related to a television channel's broadcasting, comprising:
- a memory having program code stored therein; and
  - a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;
- wherein said program code, when executed by said processor, causes said processor to perform the steps of:
- receiving an indication of the number of broadcast items to which a particular icon on a web page should correspond, said webpage being coordinated with said channel's broadcasting;
  - configuring said icon to be associated with data relating to said number of broadcast items; and



placing on the webpage an element relating to programming currently being broadcast on the television channel, said element being coordinated with said channel's broadcasting.

33. A method for displaying information related to a television channel's broadcasting, comprising:
- receiving an indication of particular broadcast items to which an icon on a webpage should correspond, said webpage being coordinated with said channel's broadcasting;
- configuring said icon to be associated with data relating to said broadcast items;
- and
- placing on the webpage an element relating to programming currently being broadcast on the television channel, said element being coordinated with said channel's broadcasting.
34. A system for purveying information related to a television channel's broadcasting, comprising:
- a memory having program code stored therein; and
- a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;
- wherein said program code, when executed by said processor, causes said processor to perform the steps of:

receiving an indication of particular broadcast items to which an icon on a  
webpage should correspond, said webpage being coordinated with said  
channel's broadcasting;  
configuring said icon to be associated with data relating to said broadcast items;  
and  
placing on the webpage an element relating to programming currently being  
broadcast on the television channel, said element being coordinated with said  
channel's broadcasting.

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